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## AGENDA ITEM MEMO

**BOARD MEETING DATE:** January 22, 2026

**TO:** Board Members

**THROUGH:** Bryan McMath, Executive Administrator  
Ashley Harden, General Counsel  
Georgia Sanchez, Chief Financial Officer

**FROM:** Kaci Woodrome, Interim Chief Communications Officer

**SUBJECT:** Statewide Water Awareness Campaign Contract Renewal

### **ACTION REQUESTED**

Consider authorizing the Executive Administrator to execute an amendment extending the expiration date of the TWDB grant contract with the Texas Water Foundation for the development and implementation of a statewide water public awareness campaign to February 2, 2027, and to increase the contract amount by \$2,000,000.

### **BACKGROUND**

In 2023, the 88th Texas Legislature passed Senate Bill (SB) 28 and Senate Joint Resolution (SJR) 75 providing for the creation of the Texas Water Fund, a special fund in the state treasury outside the general revenue fund to be administered by the Texas Water Development Board (TWDB). In addition, SB 30 authorized a one-time, \$1 billion supplemental appropriation of general revenue to the Texas Water Fund, contingent on enactment of SB 28 and approval of SJR 75 by voters. Proposition 6 (the proposition for SJR 75), creating the Texas Water Fund to assist in financing water projects in Texas, passed in November 2023.

SB 28 directs the TWDB to develop and implement a statewide water public awareness program to educate residents about water. The program must take into account the difference in water needs of various geographic regions of the state and complement and support existing local and regional water education or awareness programs. The Texas Water Fund may be used to transfer money to the statewide water public awareness account that will direct funds toward a statewide public awareness program.

[Our Mission](#)

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Leading the state's efforts  
in ensuring a secure  
water future for Texas

L'Oreal Stepney, P.E., Chairwoman | W. Brady Franks, Board Member | Ashley Morgan, Board Member  
Bryan McMath, Executive Administrator

## **KEY ISSUES**

In October 2024, the Board approved the selection of the Texas Water Foundation (TWF) as recipient of the Statewide Water Awareness Campaign grant, and in December 2024 authorized the execution of a contract with the TWF in an amount not to exceed \$2,000,000, with up to four renewal periods, each subject to approval by the Board, for a total maximum contract amount of \$10,000,000.

As outlined in the original RFA and in the contract, the Texas Water Foundation is responsible for completing the following tasks under TWDB oversight:

- Develop awareness goals and associated behavioral changes sought
- Develop potential campaign messages and strategies based on goals and research
- Develop and manage implementation of strategic plans, timelines, media plans and placements, and creative assets
- Manage the procurement of and/or partnership with any subcontractors and other campaign partners
- Identify metrics for measurement and set and monitor measurable, time-based goals to demonstrate success and impact of the campaign
- Make future adjustments to the campaign, with TWDB input
- Submit contractually agreed-upon deliverables

Development of the Statewide Water Awareness Campaign to date, which formally began in February 2025 following contract execution in January 2025, involved establishing the research- and data-focused foundation needed to provide creative direction for the campaign, including gathering statewide insights, strategy development, and early creative phases to define the campaign direction.

Work completed on the campaign development in 2025:

- Conducted in-depth research and gathered statewide insights to shape the creative direction of the new campaign.
- Identified the campaign goal and strategies, audience actions, and key performance indicators.
- Developed a creative brief and presented initial concepts to the TWDB.
- Completed testing and validation of creative concepts to inform the next creative phase.

In 2026, the creative concept will be refined following validation testing. Following input from the TWDB, the contract team will move into production, pre-campaign activities, and launch the statewide campaign. TWF will continue working closely with the TWDB and provide regular updates as the campaign transitions from development into implementation.

## **RECOMMENDATION**

Authorize the Executive Administrator to execute a one-year grant contract extension with the Texas Water Foundation and increase the contract amount by \$2,000,000 for the development and implementation of a statewide water public awareness campaign.

Attachment:

1. Contract No. 2500012917 Exhibit A and Exhibit B

# **EXHIBIT A – SCOPE OF WORK: 2026 / Year 2 Work Plan**

**TWDB Contract No. 2500012917**

## **Overview:**

This Scope of Work reflects the continuation of the Statewide Water Awareness Campaign (SWAC) into 2026 or Year 2. Building on the foundational strategy, audience research, and initial creative development completed in Year 1, this plan outlines work to advance the campaign through full creative production, paid media execution, audience analysis, and Year 3 planning.

Texas Water Foundation (TWF) serves as the prime contractor and manager of all subcontractors and partners engaged in campaign strategy, creative development, media planning, audience analysis, and statewide campaign launch.

TWF will ensure all work aligns with the approved campaign strategy and TWDB objectives, maintaining compliance with all contracting, accounting, and reporting requirements.

This document should replace the original Exhibit A Scope of Work to represent the tasks, timelines, and deliverables for Year 2.

This Scope of Work also incorporates refinement of the Texas Runs on Water® (TROW) strategic roadmap within the broader SWAC framework. TROW's role includes long-term planning support, deliverable tracking, and ongoing coordination to ensure the brand's integration with SWAC objectives and statewide implementation milestones.

- Task 1: Pre-Launch Creative Development, Audience Mapping, and Media Planning
- Task 2: Campaign Launch and Project Management
- Task 3: Reporting, Analysis, and Year 3 Planning and Development
- Task 4: Creative Production and Media
- Task 5: Texas Water Foundation Staff Time

## **TASK 1: Pre-Launch Creative Development, Audience Mapping, and Media Planning**

**Timeline:** January – May 2026

### **Summary:**

This phase establishes the campaign's strategic and creative foundation, integrates statewide sentiment mapping, and finalizes the media plan for launch in June 2026.

**Activities:**

- A. Conduct sentiment infrastructure analysis and statewide sentiment network mapping (Shepherd).
- B. Continue monthly social listening and sentiment monitoring (Shepherd)
- C. Finalize creative concepts and campaign architecture reflecting TWDB/TROW co-branding (Butler)
- D. Integrate creative and media planning across subcontractors (TWF + Butler + Shepherd)
- E. Develop and approve the finalized 2026 media plan and sentiment-measurement framework (Shepherd)
- F. Prepare final campaign creative concepts, messaging, and calls to action (Butler)
- G. Assess how SWAC and TROW will complement one another by refining the TROW strategic framework and five-year roadmap to identify milestones, metrics, and alignment with SWAC objectives (TWF)

**Deliverables:**

- A. Sentiment architecture map (Shepherd)
- B. Final creative presentation (Butler)
- C. 2026 media plan and sentiment measurement framework (Shepherd)
- D. Summary of creative assets and messaging (Butler)
- E. Monthly progress reports (Shepherd)
- F. SWAC + TROW alignment assessment (TWF)
- G. Summary of Task 1

**TASK 2: Campaign Launch and Project Management**

**Timeline:** June – September 2026

**Summary:**

The statewide campaign launch, media execution, and partner coordination under the direction of TWF and the TWDB will occur during this phase.

**Activities:**

- A. Launch statewide water awareness campaign across approved channels (Shepherd)
- B. Manage creative assets and optimization (Shepherd)
- C. Oversee project management, production partner execution, shoots, and activations (Butler)
- D. Coordinate budget tracking and subcontractor alignment (TWF)
- E. Conduct sentiment signal tracking and real-time optimization (Shepherd)
- F. Integrate SWAC project management systems with TROW to ensure alignment of timelines, creative milestones, and reporting across subcontractors (TWF)

**Deliverables:**

- A. Weekly and monthly performance reports (Shepherd)
- B. Video/photo production plan (Butler)
- C. Activation plan and recommendations (Butler)
- D. Integrated campaign work plan (Butler)
- E. Recaps of weekly/quarterly deliberations (TWF + Butler)
- F. Summary of Task 2

**TASK 3: Reporting, Analysis, and Year 3 Planning and Development**

**Timeline:** October – December 2026

**Summary:**

Measure impact, assess sentiment and awareness levels, and develop recommendations for the 2027 campaign flight and long-term campaign recommendations.

**Activities:**

- A. Conduct post-launch sentiment, knowledge and awareness survey (Shepherd)
- B. Execute mixed-methods analysis of survey data, media metrics, and social listening (Shepherd)
- C. Produce final performance and ROI assessment (Shepherd + Butler)
- D. Facilitate Year 3 planning blitz to define 2027 creative strategy (Butler + Shepherd + TWF)
- E. Develop 2027 creative brief and campaign concept recommendations (Butler)
- F. Assess SWAC + TROW community integration outcomes, toolkit utilization, and partnership growth
- G. Develop recommendations for sustaining and scaling local engagement through Year 3 (TWF)

**Deliverables:**

- A. Awareness and Sentiment Report (Shepherd)
- B. Campaign launch final report (Shepherd)
- C. Draft 2027 media plan (Shepherd)
- D. Year 3 objectives and outcomes (Butler)
- E. 2027 creative brief (Butler)
- F. SWAC + TROW community integration evaluation and long-term strategy recommendations (TWF)
- G. Summary of Task 3

**TASK 4: Creative Production and Media**

**Timeline:** April – October 2026

**Summary:**

Produce, deliver, and optimize creative assets and paid media throughout the campaign.

**Activities:**

- A. Produce and deliver final creative assets for print, digital, radio, video, social, and billboards, etc. (Butler)
- B. Provide creative direction and oversight for web development (Butler)
- C. Manage file delivery and version control across partners (Butler)
- D. Execute media buy and optimization using TWDB-owned and TWF-managed accounts (Shepherd)
- E. Continue monthly social listening and reporting (Shepherd)
- F. Align creative testing and optimization with media performance (Butler + Shepherd)

**Deliverables:**

- A. Summary of creative assets (Butler)
- B. Development of website (GLIDE)
- C. Media optimization reports (Shepherd)
- D. Final creative files and campaign materials (Butler)
- E. Social listening progress reports (Shepherd)
- F. Summary of Task 4

**TASK 5: Texas Water Foundation Staff Time**

**Timeline:** January – December 2026

- A. Serve as liaison between TWDB and all subcontractors
- B. Manage all subcontractors and campaign partners
- C. Develop and manage strategic plans, timelines, media plans, and creative assets
- D. Manage contract administration, procurement, accounting, and reimbursement schedule
- E. Onboard and manage new TWF staff dedicated to SWAC
- F. Meet with TWDB monthly or biweekly as needed
- G. Maintain and cultivate the TROW network of partners
- H. Identify and manage campaign metrics of success, adjustments, and evaluations
- I. Document and ensure no more than 30 percent of TWF staff time supports TROW activities
- J. Ensure all work is performed in a good and workmanlike manner
- K. Provide TWDB with a final report (one to two pages) combining task summaries, lessons learned, challenges and opportunities, and recommendations for Year 3

- L. Oversee alignment of SWAC milestones and TWDB-approved objectives with implementation, documentation, and reporting of the TROW strategic roadmap

**TWDB CONTRACT NO. 2500012917**

**EXHIBIT B**

**Task and Expense Budgets**

**TASK BUDGET**

<b>TASK</b>	<b>TASK DESCRIPTION</b>	<b>BUDGET (\$)</b>
1	Pre - Launch Creative Development, Audience Mapping & Media Planning	\$1,332,409.63
2	Campaign Launch & Project Management	\$462,416.66
3	Reporting, Analysis, Year 3 Planning & Development	\$717,686.38
4	Creative Production & Media	\$788,844.08
5	Texas Water Foundation Staff Time	\$698,643.25
<b>TOTAL:</b>		<b>\$4,000,000.00</b>

**EXPENSE BUDGET**

<b>EXPENSE BUDGET CATEGORY</b>	<b>BUDGET (\$)</b>
Salary and Wages <sup>1</sup>	\$561,917.35
Fringe <sup>2</sup>	\$85,475.91
Travel <sup>3</sup>	\$10,000.00
Other Operating Expenses	\$1,730,106.79
Subcontracts	\$1,612,499.95
<b>TOTAL</b>	<b>\$4,000,000</b>

<sup>1</sup> Salaries and Wages is defined as the cost of salaries of engineers, draftsmen, stenographers, surveyors, clerks, laborers, etc., for time directly chargeable to this CONTRACT.

<sup>2</sup> Fringe is defined as the cost of social security contributions, unemployment, excise, and payroll taxes, workers' compensation insurance, retirement benefits, medical and insurance benefits, sick leave, vacation, and holiday pay applicable thereto.

<sup>3</sup> Travel is limited to the maximum amounts authorized for state employees by the General Appropriations Act, Tex. Leg. Regular Session, 2023, Article IX, Part 5, as amended or superseded